



Idaho Falls Beautification Commission

Idaho Falls, ID 83405-0220

P.O. Box 50220

612-8276

April 21, 2010 — 12:00 p.m.
City Annex Conference Room
380 Constitution Way

Members Present:

Ann Bates; Cheryl Cox; Pat Fuchs; Matt Hill; Erin Kennedy; Nathan Kennedy; Linda Neeley; Terry Miller; and Sharon Parry.

Members Absent:

Cory Emery.

Staff Present:

Brad Cramer, Assistant Director; and Debra Petty, Recording Secretary.

Call to Order:

Called to order at 12:00 p.m.

Modifications to the Agenda:

None.

Minutes:

March 17, 2010: Motion by Fuchs, seconded by Kennedy, to approve the minutes of March 17, 2010 as presented.

Motion passed.

Kepner-Trego Rating System: Alison Conner, INL Systems Engineer

Conner is a systems engineer and professional facilitator with Idaho National Laboratory. She said the best way to develop a structured/objective method for rating nominations is by establishing an evaluation matrix. Begin by listing the categories, Go-No-Go or "Must" criteria, and your "Want" criteria.

Categories

Residential	Landscape	Professional
Residential	Landscape	Non-professional
Residential	Building	Professional
Residential	Building	Non-professional
Non-residential	Landscape	Professional
Non-residential	Landscape	Non-professional
Non-residential	Building	Professional
Non-residential	Building	Non-professional

“Must” Criteria or Go-No Go

- Viewable from the street.
- Within city limits.
- Comply with city codes.
- Submitted by June 25, 2010.
- Photos submitted with nomination.
 - Get current photos not submitted with nomination.

“Want” Criteria

(Building – both categories)

Superior

- Correct shutter size.
- Placement of windows, doors, etc.
- Materials start/stop on inside corners.
- Proper use of materials (i.e. rock below siding).
- Trim (character).
- Proper site use.
- Continuity of architectural styles.

(Eco Award)

- Landscape: Water sense – being resourceful with renewable materials (write-up).
- Building: Green structure

Conner said nominations should be reviewed against the “Must” criteria to weed out the ones that do not comply. Conner said it is important to define the categories, such as eco-friendly, so the process can be more objective and eliminate speculation by the commission. An objective, quantitative system does not allow “escape” criteria, as it is counter to impartiality.

Conner proceeded to show how to set-up the evaluation matrix based on the categories and criteria established. It is important to “weight” the criteria based on importance. If you have 12 criteria you would “weight” it by assigning a number from 1 to 12 based on importance. There will be some subjectivity, as the group will want to rely on their “experts”.

Conner suggested having a matrix when viewing each nomination. If the group tours individually, notes are necessary to support each individual decision. Should the commission go as a group that discussion takes place in real time. Fuchs suggested pictures be required of each nomination for a preview so nominations are weeded out prior to an evaluation tour. This year pictures cannot be required, but members can go out and take photos. Next year it will be a requirement.

As each nomination wants to win, Conner said an objective evaluation is paramount should the commission find themselves in a position of defending a decision. With the matrix, they would have documentation supporting a decision and this gives credibility to the program.

Cramer will prepare examples of a matrix for the review by the commission in preparation for the work at the next meeting. Cox asked if nominations by the Commission are appropriate, as there is a home in historic Eagle Rock (Winns Addition) that is worthy of an award. Petty said it is appropriate, but any awards of historic significance are being deferred to the Historic Preservation Commission.

Earth Day Event:

Earth Day is Saturday, April 24, 2010, from 10:00 a.m. to 4:00 p.m. The commission is doing a recycle-material art activity. A sign-up sheet was circulated.

Beautification Awards:

Suggested the Fall Harvest Festival event at Snake River Landing for 2011. This will be a discussion item at the next meeting. This change allows more prep time for the awards.

Beautification Project Ideas:

- Neeley would like to paint the rail on the northwest corner of the Broadway Bridge and the project could be a combined effort with a scout group.
- Graffiti is an ongoing issue and becomes more prevalent when the weather becomes warmer. It is difficult to cite persons without a police report. To justify the program, the Police Department requires a separate police report for each tagging and requires 2-hours of paperwork for each incident.
- Alleyways throughout town are littered and in need of attention.

A decision must be made as soon as possible, as the Citywide Clean-up is the second week of May and the commission is expected to participate in some fashion. There was some discussion regarding a correlation between certain projects and the Beautification Commission. Decidedly, publicity gained through efforts by the commission is invaluable in promoting their objectives. A project that solicits participation by the public is worth consideration.

Liaison Reports:

Parks & Recreation Commission – Matt Hill:

- 75th Anniversary of Tautphaus Park is scheduled for August 21, 2010 from 10:00 am to 7:00 pm.

City Council – Sharon Parry:

- Council is working on a bus bench ordinance. Most are in favor of benches that serve TRPTA and have the rest eliminated. They are not maintained, are often in the ROW, and the primary use is advertising.
- CDBG (Community Development Block Grant) funds may be available for a parking lot south of Elm Street near the railroad tracks. This would address an unsightly gateway to the community.

Historic Preservation – Cheryl Cox:

- The annual walking tour is scheduled for May 22, 2010. This year will include the Winn's Addition (Original Eagle Rock).

Teen Film Festival Public Service Announcement:

The Public Service Announcement created by the students won \$100.00 for "Best Rated for TV". It is now up to the Commission to acquire airtime with the television/radio stations.

Adjourn:

Meeting adjourned at 1:15 PM.

Debra Petty, Recording Secretary